



2021 / Sponsorship Opportunities

YOUR SPONSORSHIP INVESTMENT IN ACG WESTERN MICHIGAN: IT HAS NEVER BEEN BETTER, REACHED FURTHER OR BEEN MORE TARGETED.



Grand Rapids, MI — January 1

“Innovative programming, **involvement** of our members, and **investment** in our existing strengths fueled our growth in 2019. But we are not content to rest on our laurels. Our 20th anniversary in 2019 brought with it an introspection and determination that we need to be ready for the next twenty years. With that, we are focused on what ACG Western Michigan needs to address in order to be relevant and sustainable in the future. **2020 is the Year of the Changemakers.**”

Grand Rapids, MI — September 1

“It seems prescient now.”

Our planning and preparation in 2019 helped us meet the changes and challenges of 2020 head-on. Since the pandemic started, **ACG has pivoted more quickly than any other business organization in West Michigan.** We continue to deliver value for our sponsors and find new ways to deliver your return on investment in uncertain times.

ACG Western Michigan will remain agile in the months ahead. This means we’ll plan a combination of in-person and virtual events for 2021. We deeply value our community partnerships and the investments that have been made in our organization. Simply put, we cannot do this without you.

As we move forward into the unknown, it is our goal that no matter the variables, we will continue to exceed your expectations.

RECAP OF 2020:

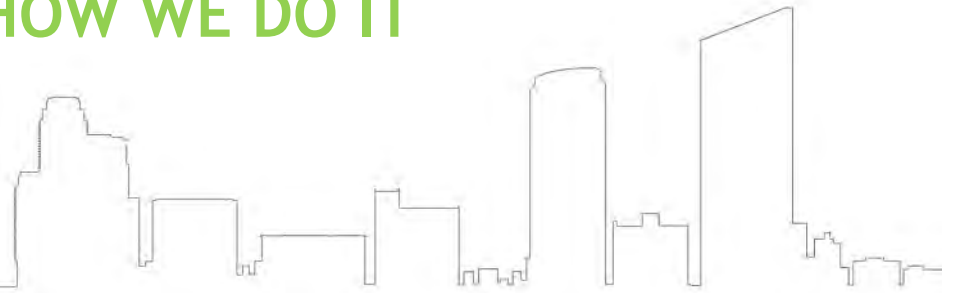
- Nine monthly Signature Events in 2020, featuring hard-hitting and thought-provoking topics
- Hosted largest ACG Cup Competition in the country, with 11 schools, 120 student competitors, and 50 judges
- Built a dedicated COVID-19 Resources page on our website - featuring your sponsor content and webinars
- Young Professionals webinar collaboration with ACG Detroit, focused on helping members navigate networking during the pandemic
- Members-only webinar series, Member-to-Member Conversations, highlighting key topics around COVID-19. Seven webinars and recordings were made available to members
- New virtual networking series, Face Value Fridays, offering members-only networking and collaborations with other ACG chapters. Six networking dates and counting
- A reimagined Outstanding Growth Awards presentation with networking
- Spotlight on Diversity & Inclusion efforts through committee work and education. Special event speaker series with two interactive webinars
- ACG University Strategic Acquisitions - a four-part training with seasoned M&A leaders in our community
- Launch of Executives in Transition Roundtable initiative, a forum for executives in transition that provides networking opportunities and peer support
- Five networking happy hours
- Women in Finance initiatives with virtual networking and annual mentorship program
- Survey results indicated that 100% of people say they'd attend an ACG program again
- Over 150 people have been involved on committees or with our initiatives
- Quickly retooled events to virtual content and marketing in March 2020



WHAT DOES THIS MEAN FOR YOUR SPONSORSHIP?

- Expanded sponsor visibility through increased email communications to our list of over 4,500 decision makers
- NEW COVID-19 Resources page with over 1200 unique visitors
- Increased social media engagement
- April's Sponsor Appreciation month posts garnered over 22,000 impressions on LinkedIn alone!
- Zoom backgrounds and PowerPoint slides featuring sponsor logos
- Sponsor recognition and logos included recorded content made available to members and non-members alike; over 1,000 unique viewers for our videos in the past year
- Expanded sponsorship recognition above and beyond original commitment as a result of additional programs and events
- Sponsor-led introductions at high visibility programs
- Emails sent regularly to over 4,500 decision makers
- Snail mail mailings to over 2,300 business leaders in our region

WHAT WE DO + HOW WE DO IT = YOUR VALUE



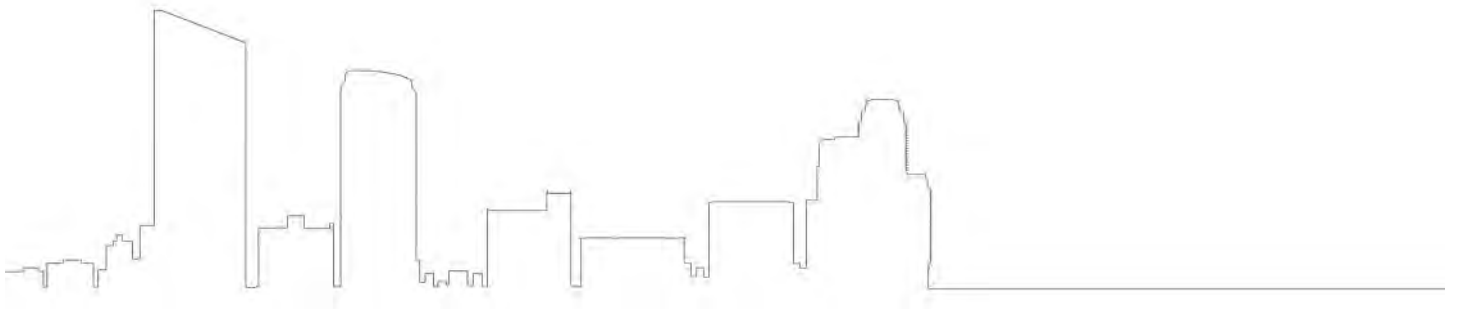
GIVE



GET



GROW



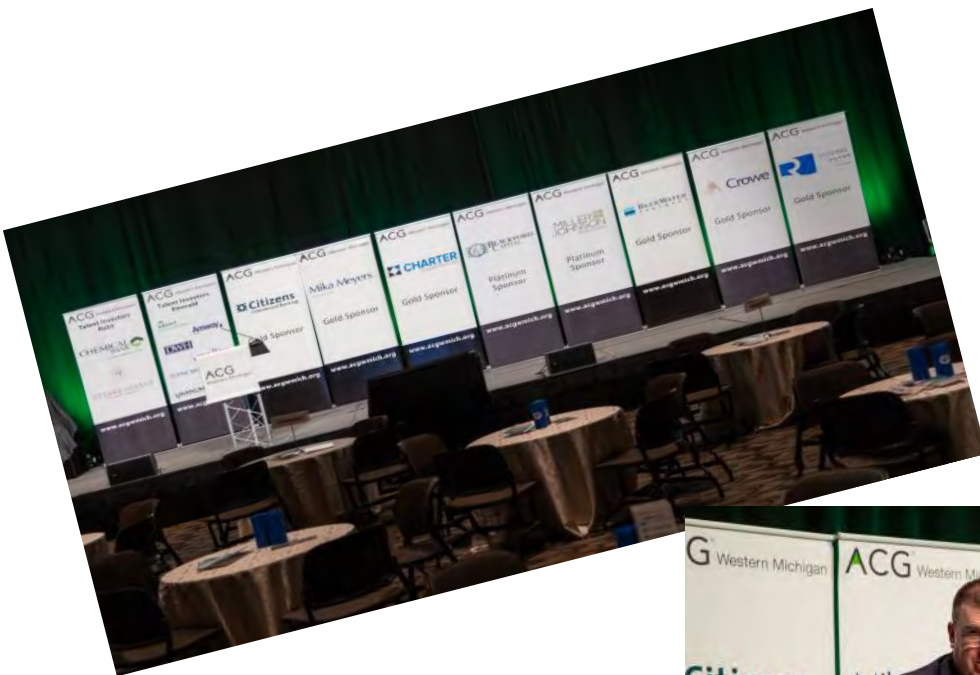
ACG Western Michigan offers two categories for Sponsorship Investment

ANNUAL INVESTMENTS | Platinum | Gold | Silver | Bronze

Our Annual Sponsorships help provide strong programming focused on best practices through our monthly Signature “Breakfast” programs, which provide a forum for the exchange of ideas and information. Additionally, we host the annual Outstanding Growth Award event where ACG Western Michigan recognizes exceptional companies in our region who have demonstrated growth in sales, profitability and employment.

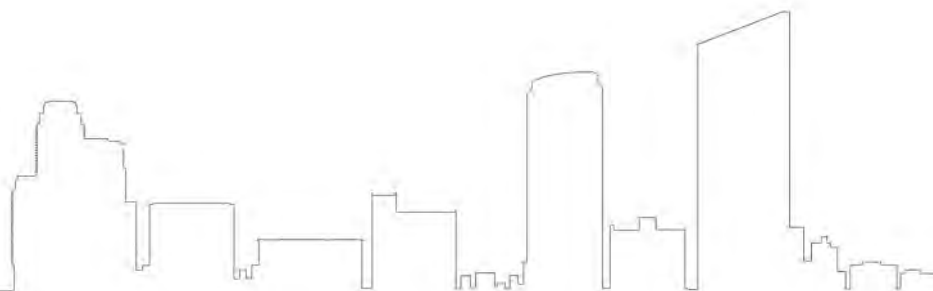
TALENT INVESTMENTS | Ruby | Emerald

Our Talent Sponsorships support our initiatives with ACG Cup, ACG University, Women in Finance, and Young Professionals.



Platinum Level

*Premium Annual
Investment*



\$11,000

limited to two (2) companies annually

**Right of first refusal to maintain
sponsorship level*

WHY A PLATINUM INVESTMENT?

Platinum Investors enjoy prominence and recognition at *ALL* ACG Western Michigan events. This includes exposure during regular monthly programming and all special initiatives.

BRANDING

Logo on all marketing and communication material including:

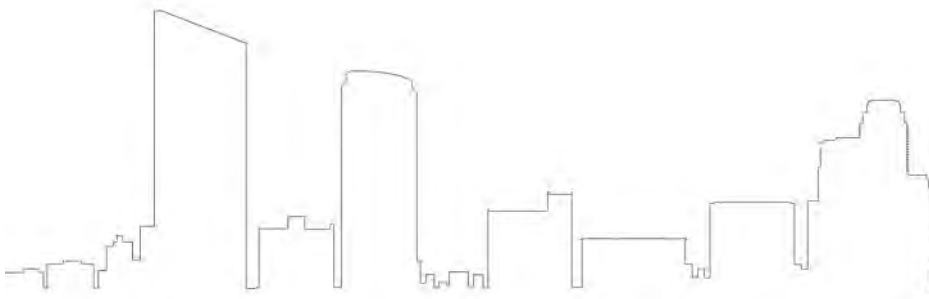
- Individual banner at all ACG in-person programs as appropriate
- Sponsor table towers at all in-person programs where applicable
- E-mail announcements for all programs as appropriate
- PowerPoint slide recognition at all programs where applicable
- Verbal recognition at all programs

PROGRAMS INCLUDE:

*Monthly Signature "Breakfast" programs
ACG Cup event
ACG University events
Outstanding Growth Award Event
Women In Finance Initiatives
Young Professionals Initiatives*

- Featured sponsor at one Signature "Breakfast" program
- Logo, link and paragraph on sponsor webpage
- Social media exposure at least two (2) times per year
- Featured placement in ACG Cup program and resume book as appropriate
- Logo on ACG Cup competition webpage
- Logo on webpage for special initiatives including: *ACG Cup, ACG University, Women In Finance and Young Professionals*
- Recognition on printed invitation and program for Outstanding Growth Awards
- Recognition on all ACG University materials: *Nonprofit Board Training & Strategic Acquisitions*

**ACG will make very effort to provide branding benefits around virtual and in-person events and communications*



Platinum Level

*Premium Annual
Investment*

NETWORKING & TICKETING BENEFITS



- Two (2) complimentary non-member registrations to all virtual events (not including trainings & designated special events)
- Two (2) complimentary non-member tickets for in-person Signature “Breakfast” programs
- Sponsor ribbon on nametags at all in-person programs
- Eight (8) tickets to the in-person Outstanding Growth Awards
- Four (4) complimentary non-member tickets to in-person programs sponsored by special initiatives: *Women in Finance and Young Professionals*



- Opportunity to provide judges for ACG Cup competition
- Opportunity to introduce and provide speaker for Women in Finance and Young Professionals events where appropriate
- Opportunity to provide speaker(s) for additional programs where appropriate



Gold Level

Annual Investment

\$6,000

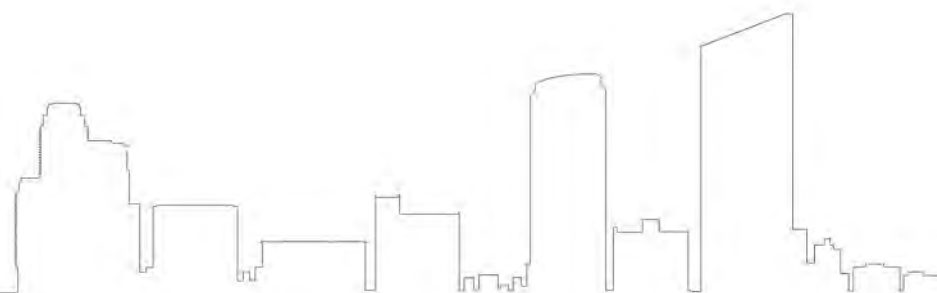
limited to six companies annually

**Right of first refusal to maintain sponsorship level*

The **Gold Level** provides optimal exposure and access to ACG Western Michigan members and their guests throughout the year.

As an added benefit, the Gold Level of sponsorship provides companies with the “*right of first refusal.*”

This allows a company to maintain the same exclusive level for the following calendar year.



BRANDING

Logo* on marketing and communication material including:

- Individual banner at in-person designated programs
- Sponsor towers at designated in-person programs
- E-mail announcements for designated programs
- PowerPoint slide recognition for designated programs
- Verbal recognition at designated programs

DESIGNATED PROGRAMS INCLUDE:

*Signature “Breakfast” programs
Outstanding Growth Awards*

- Featured sponsor at one Signature “Breakfast” program
- Logo, link, and paragraph on sponsor webpage
- Recognition on printed invitation and program for Outstanding Growth Awards
- Social media exposure at least two (2) times per year

NETWORKING & TICKETING BENEFITS

- Two (2) complimentary non-member registrations to all virtual events (not including trainings & designated special events)
- Two (2) complimentary non-member tickets for in-person Signature “Breakfast” programs
- Sponsor ribbon on nametags at designated in-person programs
- Eight (8) tickets to in-person Outstanding Growth Awards
- Opportunity to provide speaker(s) for Signature “Breakfast” programs where appropriate

**ACG will make very effort to provide branding benefits around virtual and in-person events and communications*



Silver Level

Annual Investment

BRANDING

\$3,500

Recognition on marketing and communication material including:

- Logo on Sponsor towers at in-person designated programs
- Logo on e-mail announcements for designated programs
- PowerPoint slide recognition for designated programs

DESIGNATED PROGRAMS INCLUDE:

*Signature "Breakfast" programs
Outstanding Growth Awards*

- Company profile paragraph on sponsor page
- Logo recognition on printed invitation and program for Outstanding Growth Awards
- Social media exposure at least two (2) times per year

**ACG will make very effort to provide branding benefits around virtual and in-person events and communications*

The **Silver Level** provides great exposure for the dollar investment and access to ACG Western Michigan members and their guests throughout the year.

NETWORKING & TICKETING BENEFITS

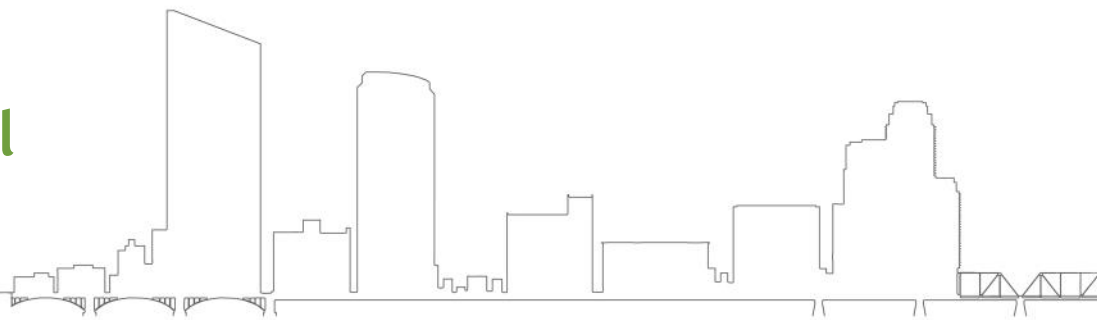
- Two (2) complimentary non-member registrations to all virtual events (not including trainings & designated special events)
- Four (4) tickets to in-person Outstanding Growth Awards event
- Sponsor ribbon on nametags at in-person Outstanding Growth Awards



Bronze Level

Annual Investment

\$2,000



BRANDING

Your **company name** on marketing and communication material including:

- Sponsor towers at designated in-person programs
- E-mail announcements for designated programs
- PowerPoint slide recognition for designated programs

DESIGNATED PROGRAMS INCLUDE:

*Signature “Breakfast” programs
Outstanding Growth Awards*

- Recognition on printed invitation and program for Outstanding Growth Awards
- Listed sponsor on ACG Western Michigan website
- Social media exposure at least two (2) times per year
- One (1) complimentary non-member registration to all virtual events (not including trainings & designated special events)



2020 Outstanding Growth Award Winner BRADFORD COMPANY



Past Outstanding Growth Award winners are:

Bradford Company

Ranir

Comfort Research

OST

JR Automation Technologies, LLC

Founders Brewing Company, Inc.

ADAC Automotive

Herman Miller, Inc.

National Heritage Academies

Rockford Construction

Butterball Farms, Inc.

Elan Nutrition

Zeeland Farm Services

Service Express Inc.

Perrigo

Wolverine World Wide



Ruby Level

Annual Talent Investor

\$5,000

BRANDING

Logo on marketing and communication material exclusive to talent-sponsored initiatives

Talent-Sponsored Initiatives:

ACG Cup events

ACG University events

Women in Finance programs

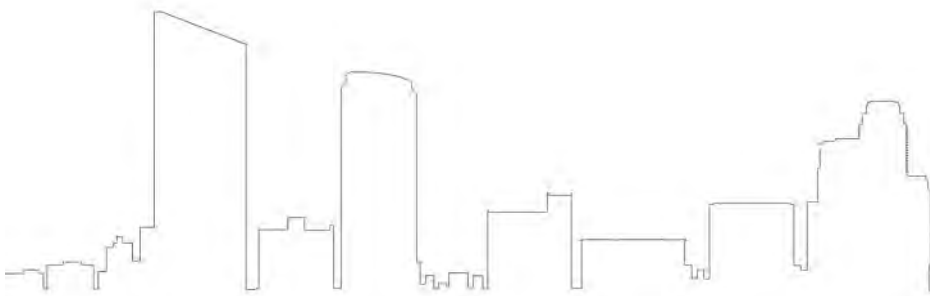
Young Professionals events

- Group banner at all in-person talent-sponsored initiatives as appropriate
- Sponsor table towers at in-person programs where applicable
- E-mail announcements for programs as appropriate
- PowerPoint slide recognition at programs as appropriate
- Logo on webpage for special initiatives including: *ACG Cup, ACG University, Women In Finance and Young Professionals*
- Social media exposure at least two (2) times per year
- Verbal recognition at talent-sponsored initiatives when applicable
- Placement in ACG Cup Program and Resume Book
- Recognition on all ACG University materials: *Nonprofit Board Training and Strategic Acquisitions*



NETWORKING & TICKETING

- Provide judges for ACG Cup competition
- Two (2) complimentary non-member registrations to all virtual events (not including trainings & designated special events)
- Four (4) tickets to in-person Outstanding Growth Awards
- Two (2) complimentary non-member tickets to in-person Women in Finance & Young Professionals programs
- Opportunity to provide marketing literature at in-person Women in Finance and Young Professionals programs
- Opportunity to provide speaker(s) Women in Finance and Young Professionals events where appropriate



Emerald Level

Annual Talent Investor

\$2,500

BRANDING

Recognition on marketing and communication material exclusive to talent-sponsored initiatives

Talent-Sponsored Initiatives:

ACG Cup events

ACG University events

Women in Finance programs

Young Professionals events

- Group banner at all in-person talent-sponsored initiatives as appropriate
- Sponsor table towers at all in-person programs where applicable
- E-mail announcements for programs as appropriate
- PowerPoint slide recognition at programs as appropriate
- Recognition on webpage for special initiatives including: *ACG Cup, ACG University, Women In Finance and Young Professionals*
- Social media exposure at least two (2) times per year
- Verbal recognition talent-sponsored initiatives when applicable
- Placement in ACG Cup Program and Resume Book
- Recognition in all ACG University materials: *Nonprofit Board Training and Strategic Acquisitions*



NETWORKING AND TICKETING

- Provide judges for ACG Cup competition
- One (1) complimentary non-member registration to all virtual events (not including trainings & designated special events)
- Two (2) tickets to in-person Outstanding Growth Awards
- One (1) complimentary non-member ticket to in-person Women in Finance & Young Professionals programs

ACG Western Michigan

Investments At-A-Glance

ANNUAL LEVEL INVESTMENT BENEFITS*

Individual banner with logo displayed at in-person Signature “Breakfast” programs & OGA
Recognition in e-mail announcements for Signature “Breakfast” programs & OGA event
PowerPoint slide recognition at Signature “Breakfast” programs & OGA event
Verbal recognition at Signature “Breakfast” programs & OGA event
Featured Sponsor at one Signature “Breakfast” program
Recognition on sponsor webpage
Sponsor ribbon on nametags at in-person Signature “Breakfast” programs & OGA event
Complimentary non-member tickets to in-person Signature “Breakfast” programs
Complimentary non-member tickets to in-person Outstanding Growth Award event
Recognition on printed Outstanding Growth Award (OGA) invitations
Opportunity to provide speaker(s) for breakfast programs
Right of first refusal to maintain sponsorship level

ALL SPONSOR LEVEL BENEFITS

Complimentary non-member registration(s) to all virtual events (not including trainings & designated special events)
Acknowledgment on sponsor table towers at in-person events
Recognition on website
Social Media recognition at least twice per year

TALENT LEVEL INVESTMENT BENEFITS*

Banner with logo displayed at all in-person talent initiatives where applicable
Recognition in e-mail announcements for all talent initiatives
PowerPoint slide recognition at talent programs as appropriate
Verbal recognition at all talent programs
Opportunity to introduce speaker(s) at one Women in Finance event
Recognition on talent initiative website pages
Complimentary non-member tkts. to in-person Women in Finance & Young Prof. events
Complimentary non-member tickets to in-person Outstanding Growth Award event
Recognition in ACG Cup program & resume book
Option to provide marketing materials at in-person talent events
Opportunity to provide speaker(s) for talent events

*See description of each Sponsor level for complete information. Event calendar is subject to change. We will strive to ensure that your benefits are commensurate with your sponsorship commitments, whether the events are in-person or virtual format.

PLATINUM	ANNUAL INVESTMENTS			TALENT INVESTMENTS	
	GOLD	SILVER	BRONZE	RUBY	EMERALD
limit 2	limit 6				
\$11,000	\$6,000	\$3,500	\$2,000	\$5,000	\$2,500
Pages 6 & 7	Page 8	Page 9	Page 10	Page 12	Page 13
✓	✓				
logo	logo	logo	✓		
logo	logo	logo	✓		
✓	✓				
✓	✓				
logo + PARA	logo + PARA	name + PARA	name only		
✓	✓	OGA only			
2	2				
8	8	4			
logo	logo	logo	✓		
✓	✓				
✓	✓				

2	2	2	1	2	1
logo	logo	logo	✓	logo	✓
logo	logo	✓	✓	logo	✓
✓	✓	✓	✓	✓	✓

✓				✓	✓
logo				logo	✓
logo				logo	✓
✓				✓	
✓				✓	
logo				logo	✓
4				2	1
8				4	2
logo				logo	✓
✓				✓	
✓				✓	

*Annual and Talent Investments are the exclusive sponsorship levels with respect to monthly Signature “breakfast” meetings, ACG Cup, ACG University, Outstanding Growth Award event, Women in Finance, and Young Professional events. For other events, we may offer additional sponsorship opportunities. More detailed Information about these additional sponsorship opportunities will be made available as these events are finalized.

OPPORTUNITIES TO GET MORE INVOLVED

For sponsors to leverage their sponsorship investment to the fullest, please consider increasing your engagement through committee membership. Below is a list of committees for your consideration.

Contact the ACG office at admin@acgwmich.org or 616.732.7149 to talk about getting involved and making the most of your investment.



ACG University provides unique personal and professional development opportunities to both members and potential members. Assists up-and-coming leaders in developing their knowledge and network of connections.

ACG University has two signature courses offered each year: *Committing to Community* and *Strategic Acquisitions*.



ACG Cup is an intercollegiate competition among students from colleges and universities in Michigan. Student participants gain invaluable experience in a real-world context, receive feedback from leaders in the local business community, expand their networks, and compete for a cash prize. ACG Cup provides students with real-world experience supported by the West Michigan business community, so they can leverage their education and improve their skills.



The Young Professionals Initiative develops the next generation of leaders in West Michigan so that young professionals can grow in their careers and contribute to the continued economic prosperity of the region. It is a forum for professionals 35 years old or younger to network and learn best practices related to corporate growth and mergers and acquisitions.



The Women in Finance Initiative supports the growth and promotion of women in financial-based careers in West Michigan, so that these women are more visible to West Michigan companies. This initiative works to ensure that more women are recruited into higher level financial positions within our community. Through its Mentorship program it develops the next generation of women leaders.

It supports the growth of women-owned businesses in West Michigan so they have access to capital and business leaders who will support that growth.



The Signature Event Committee develops the theme and content for our Signature Breakfasts throughout the year. Its goal is to provide networking opportunities for members and educational content about current issues relevant to the local M&A, financial, and corporate community, so that ACG Western Michigan remains a valuable resource for the West Michigan business community.



The Diversity and Inclusion Committee was formed to increase diversity and deepen inclusion through Education, Engagement, Information Gathering, D & I Implementation, Monitoring and Adjusting. Our goal is to create a wider dialogue and a forum for ACG and the middle-market community to more deeply embrace and engage inclusive activity in West Michigan. Our Guiding Principal is: Diversity is a fact and Inclusion is a choice.



The Outstanding Growth Award Committee exists to provide “must attend” special events such as the Outstanding Growth Awards that celebrate the growth of local businesses, along with our ACG CUP participants, and the advisors that support and nurture the growing local business environment.



To better serve our community, ACG has launched The Executives in Transition Roundtable for senior executives in career transition. ACG Western Michigan strives to create a network that supports all aspects of business. The group creates value for ACG members and our community by offering guidance, support, and networking resources to accelerate job search success.

Other Committees:

Sponsorship

Membership

Marketing



2021 Investment Agreement

Sponsorship Form also available online on our sponsorship opportunities page: www.acgwmich.org

Annual Investment

- ☐ **Platinum (2)**
\$11,000
- ☐ **Gold (6)**
\$6,000
- ☐ **Silver**
\$3,500
- ☐ **Bronze**
\$2,000

Talent Investment

- ☐ **Ruby Level**
\$5,000
- ☐ **Emerald Level**
\$2,500

Main Contact _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Please Provide if different from above (Write N/A if same as above)

Marketing Contact _____

Email _____

Ticketing Contact _____

Email _____

Invoicing Contact _____

Email _____

Please Provide your social media handles

Facebook @ _____

Twitter @ _____

Instagram @ _____

LinkedIn _____

Payment Options

- ☐ ACH Payment
- ☐ Check enclosed

Financial commitment must be received by December 18, 2020 in order to receive all benefits of your investment

Mail to: ACG Western Michigan
PO Box 6661
Grand Rapids, MI 49516

Please email the following items to admin@acgwmich.org. If you were a sponsor last year and your company logo and/or description has not changed, please initial here:

High Resolution, color logo in .eps format _____ One paragraph description of your company _____





The Association for Corporate Growth (ACG) Western Michigan Chapter was **founded in 1999** by a small group of M&A professionals who wanted the opportunity to share best practices and to network with peers. The Western Michigan Chapter is a member of the Association for Corporate Growth Global comprised of more than 15,000 members in the United States, Canada, Europe and Asia.

ACG Western Michigan is where change makers come to connect, share, and learn, and create an environment to foster growth for West Michigan business and all the markets our members serve.

Our global community serves a diverse membership of business leaders who bring perspectives from various disciplines, industries, and leadership experiences. **Our programming** features a vast array of thought-provoking and experiential content focused on the concerns of growing businesses. **Our events** foster a productive exchange of ideas, build critical relationships, and create conversations of consequence.

From driving growth to navigating change, from developing talent to investing in the West Michigan business community, your concerns form our agendas.

Give.Get.Grow

By choosing to be an ACG Western Michigan Sponsor, you are not only investing in the growth of your business, but also investing in business and talent in Western Michigan.

ACG delivers a return on your investment by:

- *Placing you in front of your target audience of executives*
- *Offering strong programming focused on best practices*
- *Recognizing outstanding companies in our region*
- *Offering a forum for the exchange of ideas and information*
- *Offering great networking opportunities for members and non-members*

Julie Metsker, Executive Director
jmetsker@acgwmich.org | 616.732.7149

Brian Hamilton, Sponsorship Chair
bhamilton@blueskyvision.com | 616.690.6919



ACG[®] Western Michigan

Association for Corporate Growth

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